

Message Text

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PAGE 01 IZMIR 00347 220831Z

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ACTION NEA-12

INFO OCT-01 ADP-00 PA-03 PRS-01 CIAE-00 INR-10 NSAE-00

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R 210900Z AUG 73

FM AMCONSUL IZMIR

TO AMEMBASSY ANKARA

INFO AMCONSUL ADANA

AMCONSUL ISTANBUL

AMEMBASSY VIENNA

SECSTATE WASHDC 1020

USIA WASHDC

USDOC WASHDC

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USIAC

C O R R E C T E D C O P Y - ADD INFO ADDRESSEE

VIENNA FOR REX

E.O. 11652: N/A

TAGS: ETRD, TU

SUBJECT: PRESS PREVIEW OF U.S. PAVILION

1. A WELL-ATTENDED PRESS PREVIEW OF THE AMERICAN PAVILION AT THE 42ND ANNUAL IZMIR INTERNATIONAL FAIR WAS HELD AT NOON ON FRIDAY, AUG 17. THE PREVIEW WAS IMMEDIATELY PRECEDED BY A SIMILAR EFFORT AT THE CHINESE COMMUNIST PAVILION AND FOLLOWED THE NEXT

PAGE 2 RUQNBWA6054 UNCLAS

DAY BY ONE AT THE SOVIET PAVILION.

2. IN PAST YEARS THE IZMIR PRESS HAS CHOSEN TO PORTRAY THE FAIR AS A SHOWCASE FOR COMPETITION BETWEEN THE U.S. AND THE SOVIET UNION. PARTICIPATION OF COMMUNIST CHINA IN THE FAIR THIS YEAR ADDED A NEW UNCLASSIFIED

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PAGE 02 IZMIR 00347 220831Z

DIMENSION TO WHAT THE LOCAL PRESS BILLED AS A

"BATTLE OF THE GIANTS".

3. POST WAS GRATIFIED, THEREFORE, THAT ITS PRESS PREVIEW RECEIVED GOOD-TO-EXCELLENT COVERAGE BY LCCAL NEWSPAPERS AND THAT TONE OF COVERAGE WAS POSITIVE. IN FACT, THE U.S. PAVILION FARED SOMEWHAT BETTER THAN CHINESE PARTICULARLY IN PHOTO COVERAGE AND MUCH BETTER THAN THE SOVIET.

4. ON SATURDAY, AUG 18, THE TWO LOCAL COMMERCIAL DAILIES, EGE EKONOOMI AND TICARET, CARRIED FRONT PAGE PHOTOS AND STORIES WHICH QUOTED EXTENSIVELY FROM PREPARED STATEMENT GIVEN BY EMBASSY COMMERCIAL ATTACHE. IZMIR'S LARGEST DAILY, EKSPRES, PRINTED PHOTOS OF CONGEN STANDING BESIDE MOONROCK AND OF LOVELL'S SPACE SUIT AND SPACE-ORIENTED ARTICLE ON

PAGE 3 RUQNBWA6054 UNCLAS

INTERIOR PAGES. ONLY NEEDLING NOTE IN PRESS COVERAGE WAS STRUCK BY EKSPRES ARTICLE IN WHICH REPORTER JESTED ABOUT SMALL SIZE OF MOONROCK. YENI ASIR ALSO CARRIED SPACE-ORIENTED ARTICLE WITH PICTURE OF MOONROCK. DEMOKRAT IZMIR, OFTEN CRITICAL OF U.S., HAD LARGE FRONT PAGE PHOTO OF CONGEN AND MOONROCK AND BALANCED ARTICLE CONTRASTING U.S. SPACE-ORIENTED EXHIBIT WITH CHINESE FOODSTUFFS AND CONSUMABLES.

5. SUNDAY NIGHT LOCAL TELEVISION NEWS PROGRAM DEVOTED NEARLY THREE MINUTES TO AMERICAN PRESS PREVIEW. COVERAGE WAS POSITIVE AND SUBSTANTIALLY MORE THAN THAT GIVEN ANY OTHER NATIONAL EXHIBITION. SMITH

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